Jim Kazior ☎ 609 684-8242 11/26/96 05:34 PM

PLAN-O-GRAM

SPECIFICATIONS

ROWS: 180 *FOR:* PATHMARK
CAPACITY: 756 4X4X4 5 SHELF
DATE: Nov-96
AUTHORIZED BY: POG #11 CHANGE EFF. 11/96

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	$ MONTH		$ YEAR
PHILIP MORRIS	54.7	90	396	52.3			
R.J. REYNOLDS	15.8	45	180	23.8			
LORRILLARD	13.8	24	96	12.6			
B&W	12	15	60	7.9			
NO FRILLS	2	6	24	3.2			
L&M	1.7			0			
TOTAL		180	756	99.8			

4FT	4FT	4FT
PM 12 ROWS 5 HIGH	PM 12 ROWS 5 HIGH	PM 12 ROWS 5 HIGH
PM 12 ROWS 4 HIGH	PM 12 ROWS 4 HIGH	PM 12 ROWS 4 HIGH
NO FRILLS BASIC 6 ROWS 6 ROWS 4 HIGH	PM 12 ROWS 4 HIGH	RJR 12 ROWS 4 HIGH
RJR B&W 9 ROWS 3 ROWS 4 HIGH	LORILLARD 12 ROWS 4 HIGH	RJR 12 ROWS 4 HIGH
B&W 12 ROWS 4 HIGH	LORILLARD 12 ROWS 4 HIGH	RJR 12 ROWS 4 HIGH

51847 3813

Source: https://www.industrydocuments.ucsf.edu/docs/tfxy0000

PLAN-A-PLAN - O-GRAM

STORE#S/626,528

SPECIFICATIONS

ROWS: 230
CAPACITY: 966
DATE: Nov-96
AUTHORIZED BY:

FOR: PATHMARK
3X3X4X4 5 SHELF
POG #25 CHANGE 11/96

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	$ MONTH		$ YEAR
PHILIP MORRIS	54.7	112	494	51.6			
R.J. REYNOLDS	15.8	59	236	24.4			
LORRILLARD	13.8	30	120	12.4			
B&W	12	19	76	7.9			
NO FRILLS	2	10	40	4.1			
L&M	1.7			0			
		230	966				
TOTAL		230	966				

3FT	3FT	4FT	4FT
PM 10 ROWS 5 HIGH	PM 10 ROWS 5 HIGH	PM 13 ROWS 5 HIGH	PM 13 ROWS 5 HIGH
PM 10 ROWS 4 HIGH	PM 10 ROWS 4 HIGH	PM 13 ROWS 4 HIGH	PM 13 ROWS 4 HIGH
PM 10 ROWS 4 HIGH	PM 10 ROWS 4 HIGH	RJR 13 ROWS 4 HIGH	RJR 13 ROWS 4 HIGH
NO FRILLS 10 ROWS 4 HIGH	LOR 10 ROWS 4 HIGH	RJR 13 ROWS 4 HIGH	RJR 13 ROWS 4 HIGH
LOR 10 ROWS 4 HIGH	LOR 10 ROWS 4 HIGH	B&W 13 ROWS 4 HIGH	B&W RJR 6 ROWS 7 ROWS 4 HIGH

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Source: https://www.industrydocuments.ucsf.edu/docs/tfxy0000

Jim Kazior ☎ 609 564-8242 11/26/96 10:03 AM

PLAN A PLAN-O-GRAM

STORE#S/648,622,112,178,189,536,512

SPECIFICATIONS

ROWS:	*255*	***FOR:***	Pathmark
CAPACITY:	*1,071*		5X5X5 5 SHELF
DATE:	*Nov-96*		
AUTHORIZED BY:		POG#17	CHANGE EFF. 11/96

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	$ MONTH	$ YEAR
PHILIP MORRIS	54.7	129	567	52.9%		
R.J. REYNOLDS	15.8	58	232	22%		
LORRILLARD	13.8	34	136	12.7%		
B&W	12.0	27	108	10.0%		
NO FRILLS	2.0	7	28	2.6%		
L&M	1.7	0	0	0.0%		
TOTAL		255	1,071			

5FT
PM 17 ROWS 5 HIGH
PM 17 ROWS 4 HIGH
PM 17 ROWS 4 HIGH
LOR 17 ROWS 4 HIGH
LOR 17 ROWS 4 HIGH

5FT
PM 17 ROWS 5 HIGH
PM 17 ROWS 4 HIGH
PM NO FRILLS 10 ROWS 7 ROWS 4 HIGH
RJR 17 ROWS 4 HIGH
B&W 17 ROWS 4 HIGH

5FT
PM 17 ROWS 5 HIGH
PM 17 ROWS 4 HIGH
RJR 17 ROWS 4 HIGH
RJR 17 ROWS 4 HIGH
B&W RJR 10 ROWS 7 ROWS 4 HIGH

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Source: https://www.industrydocuments.ucsf.edu/docs/tfxy0000

Jim Kaspar ☎ 609 584-8242 11/25/96 05:18 PM 01/1

PLAN A PLAN - O GRAM

STORE# 525,524

SPECIFICATIONS

ROWS: *220* ***FOR:*** PATHMARK
CAPACITY: *1,104* 4X4X4X4 4 SHELF
DATE: *Nov-96*
AUTHORIZED BY: POG #30 CHANGE EFF.11/96

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	$ MONTH		$ YEAR
PHILIP MORRIS	54.7	118	594	54%			
R.J. REYNOLDS	15.8	48	240	22%			
LORRILLARD	13.8	36	180	16%			
B&W	12	12	60	5%			
NO FRILLS	2	6	30	3%			
L&M	1.7						
TOTAL		220	1,104				

4FT	4FT	4FT	4FT
PM 12 ROWS 8 HIGH	PM 12 ROWS 8 HIGH	PM 12 ROWS 8 HIGH	PM 12 ROWS 8 HIGH
N.FRILLS/BASIC 6 ROWS/6 ROWS 5 HIGH	PM 12 ROWS 5 HIGH	PM 12 ROWS 5 HIGH	PM 12 ROWS 5 HIGH
RJR 12 ROWS 5 HIGH	RJR 12 ROWS 5 HIGH	PJR 12 ROWS 5 HIGH	RJR 12 ROWS 5 HIGH
B&W 12 ROWS 5 HIGH	LOR. 12 ROWS 5 HIGH	LOR. 12 ROWS 5 HIGH	LOR 12 ROWS 5 HIGH

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Source: https://www.industrydocuments.ucsf.edu/docs/tfxy0000

Jim Kaklos ☎ 609 584-6242 11/25/96 02:59 PM 1/1

PLAN-A-PLAN O GRAM

STORE#S/663,579,530,547,595

SPECIFICATIONS

ROWS: 211.6
CAPACITY: 920
DATE: Nov-96
AUTHORIZED BY:

FOR: PATHMARK
3X3X4X4 4 SHELF
UPDATED 11/96
POG #27

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	$ MONTH		$ YEAR
PHILIP MORRIS	54.7	109.6	512	55.6			
R.J. REYNOLDS	15.8	46	184	20			
LORRILLARD	13.8	36	144	15.6			
B&W	12	10	40	4.3			
NO FRILLS	2	10	40	4.3			
L&M	1.7						
TOTAL		211.6	920				

3FT	3FT	4FT	4FT
PM 10 ROWS 8 HIGH	PM 10 ROWS 8 HIGH	PM 13 ROWS 8 HIGH	PM 13 ROWS 8 HIGH
NO FRILLS 10 ROWS 4 HIGH	PM 10 ROWS 4 HIGH	PM 13 ROWS 4 HIGH	PM 13 ROWS 4 HIGH
RJR 10 ROWS 4 HIGH	RJR 10 ROWS 4 HIGH	RJR 13 ROWS 4 HIGH	RJR 13 ROWS 4 HIGH
B&W 10 ROWS 4 HIGH	LOR 10 ROWS 4 HIGH	LOR 13 ROWS 4 HIGH	LOR 13 ROWS 4 HIGH

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Source: https://www.industrydocuments.ucsf.edu/docs/tfxy0000

Jim Kaziar ☎ 609 584-8242 11/25/96 03:27 PM [illegible]

PLAN A PLAN - O - GRAM

STORE# 525,524

SPECIFICATIONS

ROWS: 220 ***FOR:*** PATHMARK
CAPACITY: 1,104 4X4X4X4 4 SHELF
DATE: Nov-96
AUTHORIZED BY: POG #30 CHANGE EFF.11/96

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	$ MONTH		$ YEAR
PHILIP MORRIS	54.7	118	594	54%			
R.J. REYNOLDS	15.8	48	240	22%			
LORRILLARD	13.8	36	180	16%			
B&W	12	12	60	5%			
NO FRILLS	2	6	30	3%			
L&M	1.7						
TOTAL		220	1,104				

4FT	4FT	4FT	4FT
PM 12 ROWS 8 HIGH	PM 12 ROWS 8 HIGH	PM 12 ROWS 8 HIGH	PM 12 ROWS 8 HIGH
N.FRILLS/BASIC 6 ROWS/6 ROWS 5 HIGH	PM 12 ROWS 5 HIGH	PM 12 ROWS 5 HIGH	PM 12 ROWS 5 HIGH
RJR 12 ROWS 5 HIGH	RJR 12 ROWS 5 HIGH	RJR 12 ROWS 5 HIGH	RJR 12 ROWS 5 HIGH
B&W 12 ROWS 5 HIGH	LOR. 12 ROWS 5 HIGH	LOR. 12 ROWS 5 HIGH	LOR. 12 ROWS 5 HIGH

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Source: https://www.industrydocuments.ucsf.edu/docs/tfxy0000

Jim Kezior ☎ 609 584-8242 11/25/96 03:52 PM 1/1

PLAN A PLAN - O- GRAM

STORE#S/155,299,644

SPECIFICATIONS

ROWS: 245
CAPACITY: 1,029
DATE: Nov-96
AUTHORIZED BY:

FOR: PATHMARK
3X4X4X4 5 SHELF

POG #19 CHANGE EFF.11/96

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	$ MONTH		$ YEAR
PHILIP MORRIS	54.7	121	533	51.7			
R.J. REYNOLDS	15.6	65	260	25.2			
LORRILLARD	13.8	36	144	15.1			
B&W	12	18	72	10.1			
NO FRILLS	2	5	20	3.8			
L&M	1.7						
		245	1029				
TOTAL		245	1,029				

3FT	4FT	4FT	4FT
PM 10 ROWS 5 HIGH	PM 13 ROWS 5 HIGH	PM 13 ROWS 5 HIGH	PM 13 ROWS 5 HIGH
PM 10 ROWS 4 HIGH	PM 13 ROWS 4 HIGH	PM 13 ROWS 4 HIGH	PM 13 ROWS 4 HIGH
PM 10 ROWS 4 HIGH	PM 13 ROWS 4 HIGH	RJR 13 ROWS 4 HIGH	RJR 13 ROWS 4 HIGH
NO FRILLS B&W 5 ROWS 5 ROWS 4 HIGH	LOR 13 ROWS 4 HIGH	RJR 13 ROWS 4 HIGH	RJR 13 ROWS 4 HIGH
LOR. 10 ROWS 4 HIGH	LOR 13 ROWS 4 HIGH	B&W 13 ROWS 4 HIGH	RJR 13 ROWS 4 HIGH

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Source: https://www.industrydocuments.ucsf.edu/docs/tfxy0000